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Children & Families First Commission of Santa Clara County

Program Development and Communications Committee Thursday, May 16, 2002

SUMMARY NOTES

1. Call to Order/Roll Call

- ➤ Meeting called to order at 12:03 p.m. by Chairperson Tomalinas.
- Chairperson Tomalinas, Commissioner Villarreal, and Commissioner Punches are present.

2. <u>Public Comment</u>

There are no public comments.

3. <u>Approve Summary Notes</u>

Chairperson Tomalinas, Commissioner Punches, and Commissioner Villarreal unanimously approved April 18, 2002 summary notes as submitted.

4. <u>Discuss Potential Partnership with Family Court</u>

- ➤ Jolene Smith states that she and Karen Blinstrub met with Judge Carr from Family Court on Thursday, May 9. She expresses that the idea behind partnering with Family Court is to create care coordination services to assist and coordinate service plans for families who are experiencing difficulties with custody and domestic violence issues. The result of care coordinated services achieved will prevent families from entering dependency court.
- Jolene Smith states that we may need to consider contracting out 6 care coordinators (40 caseload per coordinator) to serve 60% of families who will utilize this care coordinated services. As we are developing this partnership, she notes that this service will serve their population of families with children from prenatal and up to 6 years old.

Chairperson Tomalinas and Commissioner Villarreal approved to have CFFC proceed with developing the partnership with Family Court and drafting a plan.

5. Discuss Communications Report

- ➤ Jolene Smith presents the two main strategies in developing the new Communications Plan to disseminate broad core messages pertaining to Early Childhood Development issues and programs and activities of the Children and Families First Commission at the state, regional, and local levels.
- ➤ Jolene Smith states since that the State Children and Families Commission has a contract with Rogers and Associates who is responsible for all the state media communications, the State Commission is willing to have Rogers and Associates assist CFFC in helping develop our strategies by encompassing both local and big media strategies. Stephan Pippen, from Rogers and Associates, will be responsible for strategizing, developing, and publicizing events in both regional and local levels in getting the word out to people. He will make sure that CFFC is also acknowledged in every article that is generated. There will be no additional cost to CFFC.

6. <u>Discuss Potential Dental Program</u>

- ➢ Jolene Smith gives a brief background of the Dental plan in the three School Readiness Initiatives. She states that with Franklin-McKinley School Readiness Initiative, the need for collaboration amongst dental providers continues to be of need.
- On consensus of the Committee, voted by Chairperson Tomalinas, Commissioner Punches, and Commissioner Villarreal, it is approved to proceed partnering with the Dental Collaborative Initiative for the next fiscal year.

7. Discuss Santa Clara Health Project

- This item is deferred to the Program Development and Communications Committee July 18, 2002 regular meeting.
- > **STAFF REFERRAL**: Commissioners request CFFC staff to provide a report to the Program Development and Communications Committee at the next regular meeting on the number of children in our population (prenatal through five) enrolled in the Children's Health Initiative.

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8. <u>Review Unsolicited Request Resubmitted by SIREN</u>

- Commissioner Punches and Commissioner Villarreal suggest that the Unsolicited Request submitted by SIREN be denied under the Unsolicited Request allocation. However, they strongly recommend that SIREN be referred to the Regional Partnership where this agency can be part of developing and implementing a comprehensive plan to create a systemic change ensuring the well being of children and their families. They encourage SIREN to share their ideas with the partnership and seek funding through that approach.
- On motion of Chairperson Tomalinas, with consensus from Commissioner Punches and Commissioner Villarreal, it is ordered that the SIREN be referred to either the East Initiative partnership or the Central East regional partnership.

9. <u>Announcements</u>

- Jolene Smith announces that CFFC is in the process of hiring an Arts Enrichment & Community event coordinator.
- Cathy Andrade, Regional Partnership Manager, CFFC, extends her appreciation to the Commissioners for attending the Regional Partnership retreats.

10. Adjourn

Meeting adjourns at 1:00p.m. to the next regular meeting on Thursday, June 20, 2002 from 12:00 to 1:00 p.m.

Respectfully submitted by,

Tiffany Ton Program Assistant